

# Advertise

## 2020 Real Estate Guide Contract

A member benefit of the Fresno Association of REALTORS®

### Advertising Rates for REALTOR® Members Vol. 26, Issues 1-9

#### Front Cover

**\$200.00**

- Chosen by drawing
- REALTOR® or REALTOR® Real Estate Office

#### Back Cover

**\$150.00- Half Page Ad (2 Ads per issue)**

**\$300.00- For Full Page Ad**

- Chosen by drawing
- First name drawn will have choice of a full or half page ad. Second name will be drawn if half page is chosen.
- REALTOR® or REALTOR® Real Estate Office

#### Ad Size

Full Page  
Half Page  
Quarter Page  
Featured

#### Single Issue

**\$379.00**  
**\$209.00**  
**\$115.00**  
**\$65.00\***

#### REALTOR®/Affiliate

##### Contract Prices

6 Issues	9 Issues
<b>\$325.00</b>	<b>\$300.00</b>
<b>\$175.00</b>	<b>\$150.00</b>
<b>\$100.00</b>	<b>\$75.00</b>

\*3 issues available for \$150 up front to  
be advertised in consecutive issues

**Ad(s) will not be accepted without Payment or after due date.**

**Cash, Check, Visa, MasterCard, AmEx, or Discover accepted.**

**Non-payment of ANY Ad may hold up the entire shipment of the RE Guide to printer.**

**Fresno Association of REALTORS®**  
6720 N. West Ave Fresno, Ca 93711

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**2020 Real Estate Guide  
Advertising Schedule**

<b>Volume #</b>	<b>Ad Due to FAR</b>	<b>Proofs Out</b>	<b>Deliver Magazine</b>
26-1	01/7	1/14	1/30
26-2	2/18	2/25	3/12
26-3	3/25	4/1	4/20
26-4	5/5	5/12	6/1
26-5	6/9	6/16	7/6
26-6	7/14	7/21	8/6
26-7	8/25	9/1	9/17
26-8	10/6	10/13	10/29
26-9	11/24	12/2	12/21

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**2020 Real Estate Guide Contract**  
**Volume 26, Issues 1-9**

This contract is between Fresno Association of REALTORS®, hereinafter referred to as “FAR”, and \_\_\_\_\_ hereinafter referred to as “Advertiser(s)”. **By signing this contract, the Advertiser(s) agrees to the following conditions:**

1. FAR hereby grants to Advertiser(s) EXCLUSIVE right to a:  
 Full Page       Half Page       Quarter Page       Three Feature Commitment  
in the Fresno Association of REALTORS® RE Guide for a period of:  
 Three issues       Six issues       Nine issues
2. Contract commencing with Volume 26-1 due on 12/30/19 and ending with Volume 26-9 due 12/4/20. See Attached Advertising Schedule.
3. **AD DUE DATES provided. Payment due to FAR on AD DUE DATE with ad layout and is non-refundable.**
4. All original ad(s) will be accepted by email at [ads@raisedbrowproductions.com](mailto:ads@raisedbrowproductions.com) and CC'd to [lsellers@fresnorealtors.com](mailto:lsellers@fresnorealtors.com).
5. Text & layout (in word.doc) and photos (jpg format).
6. The price for \_\_\_\_\_ page(s) is \$ \_\_\_\_\_ per issue for the above contracted period.
7. Upgrades and additions charged at original contract price.
8. This agreement may be assigned by the Advertiser on thirty days written notice to FAR, subject to the written consent of FAR, which consent will not be unreasonably withheld.
9. Corrections are to be done at 1<sup>st</sup> proof.
10. ***If Advertiser(s) fail to provide FAR with proper ad information and payment by due dates, FAR reserves the right to place contract ad from previous issue without notification to Advertiser(s). Advertiser(s) will continue to be responsible for payment for ad until end of contract date. Non-payment is subject to collection.***
11. FAR reserves the right to refuse any Ad it so chooses at its sole discretion.

**Fresno Association of REALTORS®**  
**6720 N. West Ave Fresno, Ca 93711**

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A publication schedule, price information and guidelines are enclosed and are to be considered part of the FAR Real Estate Guide Contract.

**2020 Advertising Requirements for Real Estate Guide**

The purpose of the Real Estate Guide is to provide REALTORS® and Real Estate related business members an affordable vehicle for advertising their listings and services.

**All advertising must comply with the following:**

- Truth in Advertising,
- Fair Housing Act,
- Regulation Z, the Federal Truth in Lending Act,
- Article 12 in the Code of Ethics & Standard of Practice of N.A.R. (attached).
- Any change from contracted size of ad must be approved by FAR office to be sure that size will be available.
- Ad price is determined by number of issues contracted and size of ad.
- **All ads are due with payment on Due Date**
- **Late ads will be charged a \$25.00 fee to be paid at time of late ad delivery.**

**Simple Guidelines for Submitting Ads: All ads MUST:**

- Be submitted directly to Raised Brow Productions and FAR Staff.
- **Cal DRE, Contractor or Business License number required.**
- Have the **Rapattoni MLS # and 2 digit area #** for every MLS listing advertised.
- Be presented in acceptable formats (as outlined by Century Publishing).
- Include payment to Fresno Association of REALTORS® when ad is submitted.
- All ads and payment must be submitted according to timelines as published by FAR annually.
- AD layout, text (Word .doc) and photos (.jpg)
- At time of proof – Only corrections are allowed.

**Advertisers REQUIREMENTS:**

- Open to all FAR REALTOR® members Rapattoni listings.
- Affiliate advertisers must be a member of FAR.
- Advertisers are required to have an email address.
- Advertisers are required to have Adobe Reader or Adobe Acrobat software so they may receive ad copies and make corrections to ads.
- **Each advertiser is personally responsible for watching for and reviewing proofs when they arrive as well as making any corrections in a timely manner as required by publisher.**
- A Listing can only be featured on the Front Cover once per year.
- FAR reserves the right to refuse Ads that do not comply with the above criteria. Additionally the Gateway Guide Committee and Board of Directors reserves the right to refuse any Ad, *it so chooses at its sole discretion. Without waiving the foregoing general reservation, FAR will specifically refuse any Ad* or any Ad format that in *FAR's* sole opinion is; not in good taste, distracts from the general overall quality of the magazine, or is deemed frivolous in its content or appearance. All Ads need to read from left to right and top to bottom.

As an advertiser in the Real Estate Guide, I have received, read and agree to abide by the criteria for advertising as stated.

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**Advertiser Signature**

**Printed Name**

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**Company Name**

**Phone #**

**Date**

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**VISA/MASTERCARD/AMEX/DISCOVER**

**Exp. Date**

**Sec.**

**FAR Staff Signature**

Signed Criteria Agreement must be submitted with advertising contract

## **YOSEMITE GATEWAY BRANCH Real Estate Guide LOCATIONS as of 7/18/20**

### **Oakhurst/Bass Lake:**

**Raley's** 40041 CA-49, Oakhurst, CA 93644  
**Me N Ed's** 40015 CA-49 #205, Oakhurst, CA 93644  
**CVS** 40044 CA-49, Oakhurst, CA 93644  
**Realty Concepts** 40050 CA-49 n8, Oakhurst, CA 93644  
**Chevron** 40219 CA-41, Oakhurst, CA 93644  
**Century 21** 40307 CA-41, Oakhurst, CA 93644  
**Valero** 40387 CA-41, Oakhurst, CA 93644  
**# WorldMark Northshore Estates** 53134 Rd 432, Bass Lake, CA 93604  
**Bass Lake Event Center** Bass Lake, CA 93604  
**USPS** 54449 Rd 432, Bass Lake, CA 93604  
**Good Ol' Daze** 54310 Rd 432, Bass Lake, CA 93604  
**# Denny's** 40650 CA-41, Oakhurst, CA 93644  
**China Delight** 40484 CA-41, Oakhurst, CA 93644  
**Di Cicco's** 40282 CA-41, Oakhurst, CA 93644

### **Coarsegold:**

**# Community Center** 35610 CA-41, Coarsegold, CA 93614 (Bingo Bugle Only)  
**USPS** 46944 Pony Express Ln, Coarsegold, CA 93614  
**Alfonso's Mexican Restaurant** 9285 35364, CA-41, Coarsegold, CA 93614  
**Kwik Services** 35335 CA-41 # C1, Coarsegold, CA 93614  
**Roberts Frosty** 35297 CA-41, Coarsegold, CA 93614  
**Yosemite Drug** 35300 CA-41 Suite 101, Coarsegold, CA 93614

### **Friant:**

**Shell Station**  
**USPS**  
**Millerton Store (Auberry/Friant)**

### **Prather:**

**Canyon Fork Market Center (2 boxes)**  
**Shell Station**  
**Bratton Real Estate**

### **Auberry:**

**USPS**  
**Auberry Market**

### **Shaver Lake:**

**Pizza Parlor**  
**Shaver Gas Station**

### **Kerman:**

**Kerman U Save Liquors** 15091 W Whitesbridge Ave, Kerman, CA 93630  
**Valley Food Super Center** 15057 W Whitesbridge Ave, Kerman, CA 93630  
**Kerman Food Market** 567 S Madera Ave, Kerman, CA 93630  
**Valley West Properties** 681 S Madera Ave #101, Kerman, CA 93630  
**La Estrella** 580 S Madera Ave, Kerman, CA 93630

**Madera:**

**Monty's Liquor** 3341 Howard Rd, Madera, CA 93637  
**Perko's Cafe** 1825 Cleveland Ave, Madera, CA 93637  
**ARCO** 101 N Gateway Dr, Madera, CA 93637

**Madera Ranchos:**

**Lee's Kitchen** 37357 Ave 12, Madera, CA 93636

**Fresno/Clovis:**

**Fresno Association of Realtors** 6720 N West Ave, Fresno, CA 93711  
**76 Gas Station** Golden State Hwy, Fresno, CA 93723  
**Elite Liquors** 7089 N Marks Ave UNIT 111, Fresno, CA 93711  
**Valero** 3403 W Ashlan Ave, Fresno, CA 93722  
**Liquor Zone** 1452 W Ashlan Ave, Fresno, CA 93705  
**Tacos La Piedad** 2709 N Hughes Ave, Fresno, CA 93705  
**Taqueria Y Carnerceria El Charrito** 2327 N West Ave, Fresno, CA 93705  
**Super Donuts** 1595 N Palm Ave, Fresno, CA 93728  
**Panaderia Natalie** 935 E Olive Ave, Fresno, CA 93728  
**La Posta Restaurant** 235 E Belmont Ave, Fresno, CA 93701  
**Fresno Chamber of Commerce** 2331 Fresno St, Fresno, CA 93721  
**Super Mercado** 1435 Fresno St, Fresno, CA 93706  
**Rocio's Mexican Restaurant** 1131 B St, Fresno, CA 93706  
**Sinclair gas station** 2590 S Cherry Ave, Fresno, CA 93706  
**Cherry Market** 3738 S Cherry Ave, Fresno, CA 93706  
**Rayman's Mini Mart** 4807 E Jensen Ave, Fresno, CA 93725  
**Castillo's Mexican Food** 3659 E Ventura Ave, Fresno, CA 93702  
**Best Boy Donuts** 3250 E McKinley Ave, Fresno, CA 93703  
**Fosters Freeze** 3377 N Cedar Ave, Fresno, CA 93726  
**Sno-White Drive-In** 4085 Clovis Ave, Fresno, CA 93727  
**Yosemite Falls Cafe** 1455 Shaw Ave, Clovis, CA 93611  
**Kowloon Kitchen** 651 Shaw Ave, Clovis, CA 93612  
**EECU Clovis** 430 Pollasky Ave, Clovis, CA 93612  
**Clovis Chamber of Commerce** 325 Pollasky Ave, Clovis, CA 93612  
**Margie Wright Diamond** 5352-5378 N Cedar Ave, Fresno, CA 93710  
**R-N Market** 6670 N Cedar Ave, Fresno, CA 93710  
**Teriyaki Don** 6731 N Cedar Ave, Fresno, CA 93710  
**Togo's** 1057 N Willow Ave STE 103, Clovis, CA 93611  
**Save Mart** 1157 N Willow Ave, Clovis, CA 93611  
**Valero** 1197 N Willow Ave, Clovis, CA 93611  
**Starbucks** 9423 N Fort Washington Rd #108, Fresno, CA 93730  
**Country Waffles** 7735 N Blackstone Ave, Fresno, CA 93720  
**USPS** 34 W Minarets Ave, Fresno, CA 93650  
**Chubby's Diner** 6451 N Blackstone Ave, Fresno, CA 93710  
**Speedy Zapatos** 5225 N Blackstone Ave, Fresno, CA 93710

**Yosemite Falls Cafe** 5123 N Blackstone Ave, Fresno, CA 93710

**Easton/Caruthers:**

**K&C Donuts** 5751 S Elm Ave, Fresno, CA 93706

**Adina Valley Market** 9010 S Elm Ave, Fresno, CA 93706

**El TORO gas** 2388 W Tahoe Ave, Caruthers, CA 93609

**Super Mart** 2307 W Tahoe Ave, Caruthers, CA 93609

**Valley Foods** 2259 W Tahoe Ave, Caruthers, CA 93609

**Lemoore/Armona/Hanford:**

**Chubby's Diner** 855 N Lemoore Ave #170, Lemoore, CA 93245

**Raven's Deli** 10856 14th Ave, Armona, CA 93202

**USPS** 517 N Irwin St, Hanford, CA 93230

**Fallas** 580 N 11th Ave, Hanford, CA 93230

**Donut Country** 1716 N 11th Ave, Hanford, CA 93230

**Best Buy Market IGA** 1798 N 10th Ave, Hanford, CA 93230

**Donut King** 1000 N 10th Ave, Hanford, CA 93230

**Tulare:**

**Tulare Donut** 101 S K St, Tulare, CA 93274

**Valero** 1010 S Blackstone St, Tulare, CA 93274

**Visalia/Goshen:**

**Starbucks** 3927 W Caldwell Ave A, Visalia, CA 93277

**R-N Market** 737 S Lovers Ln, Visalia, CA 93292

**Tacos Galacticos** 1223 E Houston Ave, Visalia, CA 93292

**USPS** 111 W Acequia Ave, Visalia, CA 93291

**B J's Express** 700 S Demaree St, Visalia, CA 93277

**Shell gas** 6544 Avenue 308, Goshen, CA 93227

**Kingsburg:**

**Kingsburg Super Market** 1367 Marion St, Kingsburg, CA 93631

**Tom's Donut Shop** 1749 Sierra St, Kingsburg, CA 93631

**Selma/Fowler:**

**El Mercado** 2418 McCall Ave, Selma, CA 93662

**A-Mart** 115 N 7th St, Fowler, CA 93625

**Reedley/Sanger:**

**Mainstreet Cafe** 1052 G St, Reedley, CA 93654

**Town & Country Market** 985 Manning Ave #2348, Reedley, CA 93654

**Gong's IGA** 1825 Academy Ave, Sanger, CA 93657